

## CLAIMS

1. A computing system having an editing process operating thereon, the editing process:
  - receiving a selection of a piece of content, the content including at least one item therein, each item specifying a pre-defined portion of the content;
  - receiving a selection of an edit form, the edit form including at least one control therein, each control being available for receiving an item of the content and for specifying attributes relating to displaying the received item in a page that is to be served to a requester thereof;
  - receiving a selection of a content-control statement, the content-control statement specifying for each of at least some items of the content a control from the edit form to be employed to display the item in the page and thereby binding the content to the edit form;
  - performing one of receiving a selection of a layout statement or allowing an editor to create the layout statement, the layout statement specifying each item of the content that is to appear in the page, including a layout order of such specified item within the page and any attributes to be applied to such item;
  - facilitating the editor in editing the layout statement to edit how the content is to appear in the page; and
  - outputting the edited layout statement and edited content, the edited content being an intermediate form of the content based on at least the edit form and the content-control statement, wherein a transforming process is to produce the page based on the edited content, the layout information, and a pre-selected rendering format.

2. The computing system of claim 1 wherein the editing process includes a user interface (UI) setting forth editable attributes of the edit form, a UI setting forth each item of content, a UI setting forth the content-control statement, a UI setting forth the layout statement, and a UI setting forth the page based on the content, the edit form, the content-control statement, and the layout statement.

3. The computing system of claim 2 wherein the UI for each of the piece of content represents same in a graphical form.

4. The computing system of claim 1 wherein the editing process receives each of the piece of content, the edit form, the content-control statement, and the layout statement in an computer-based markup language.

5. The computer system of claim 1 wherein the editing process outputs the edited content in a neutral format not specific to any particular rendering format.

6. The computing system of claim 1 wherein the editing process outputs the edited content as an intermediate form of the content based on at least the edit form, the content-control statement, and the layout statement.

7. The computing system of claim 1 wherein the editing process outputs the edited content as an intermediate form of the content without taking into consideration the layout statement.

8. The computing system of claim 1 wherein the editing process outputs the edited content as an intermediate form of the content including the items of the content and the controls of the edit form that are referenced by the content-control statement.

9. The computing system of claim 1 wherein the editing process receives the content without any indicia that binds such content to any particular edit form.

10. The computing system of claim 1 wherein the editing process receives the edit form without any indicia that binds such edit form to any particular contact.

11. The computing system of claim 1 wherein the editing process receives a selection of an edit form with a control that specifies at least one of a minimum and a maximum number of instances of the control that can appear in a page based on the edit form, and facilitates the editor to select however many instances of the control are desired for the page.

12. The computing system of claim 1 wherein the editing process receives a selection of an edit form with a control that specifies a sequence attribute for an instance of the control that appears in a page based on the edit form, and facilitates the editor in editing the layout statement to specify a value for the sequence attribute to define a position of the instance of the control within the page in relation to other instances of controls in the page.

13. The computing system of claim 1 wherein the editing process receives a selection of an edit form with a control that specifies a custom attribute for an instance of the control that appears in a page based on the edit form, and facilitates the editor in editing the layout statement to specify a value for the custom attribute.

14. The computing system of claim 1 wherein the editing process further:

receives a selection of the edited content;  
receives another selection of an edit form;

receiving another selection of a content-control statement;  
performing one of receiving another selection of a layout statement or allowing an editor to create another layout statement;  
facilitating the editor in editing the another layout statement;  
and  
outputting the edited another layout statement and further edited content.

15. The computing system of claim 1 wherein the editing process:  
receives a selection of a plurality of pieces of content, each piece of content including at least one item therein;  
receiving a selection of an edit form, the edit form including at least one control therein, each control being available for receiving an item of one of the pieces of content;  
receiving a selection of a content-control statement corresponding to each selected piece of content, each content-control statement specifying for each of at least some items of the corresponding piece of content a control from the edit form to be employed to display the item in the page and thereby binding the corresponding piece of content to the edit form;  
performing one of receiving a selection of a layout statement or allowing an editor to create the layout statement, the layout statement specifying each item of each piece of content that is to appear in the page, including a layout order of such specified item within the page and any attributes to be applied to such item;  
facilitating the editor in editing the layout statement to edit how each piece of the content is to appear in the page; and  
outputting the edited layout statement and a piece of edited content, the edited content being an intermediate form of each piece of content based on at least the edit form and each corresponding content-control statement.

16. A computer-readable medium having stored thereon computer-executable instructions implementing an editing process operating on a computer system, the editing process:

receiving a selection of a piece of content, the content including at least one item therein, each item specifying a pre-defined portion of the content;

receiving a selection of an edit form, the edit form including at least one control therein, each control being available for receiving an item of the content and for specifying attributes relating to displaying the received item in a page that is to be served to a requester thereof;

receiving a selection of a content-control statement, the content-control statement specifying for each of at least some items of the content a control from the edit form to be employed to display the item in the page and thereby binding the content to the edit form;

performing one of receiving a selection of a layout statement or allowing an editor to create the layout statement, the layout statement specifying each item of the content that is to appear in the page, including a layout order of such specified item within the page and any attributes to be applied to such item;

facilitating the editor in editing the layout statement to edit how the content is to appear in the page; and

outputting the edited layout statement and edited content, the edited content being an intermediate form of the content based on at least the edit form and the content-control statement, wherein a transforming process is to produce the page based on the edited content, the layout information, and a pre-selected rendering format.

17. The medium of claim 16 wherein the editing process includes a user interface (UI) setting forth editable attributes of the edit form, a UI setting forth each item of content, a UI setting forth the content-control statement, a UI

setting forth the layout statement, and a UI setting forth the page based on the content, the edit form, the content-control statement, and the layout statement.

18. The medium of claim 17 wherein the UI for each of the piece of content represents same in a graphical form.

19. The medium of claim 16 wherein the editing process receives each of the piece of content, the edit form, the content-control statement, and the layout statement in an computer-based markup language.

20. The medium of claim 16 wherein the editing process outputs the edited content in a neutral format not specific to any particular rendering format.

21. The medium of claim 16 wherein the editing process outputs the edited content as an intermediate form of the content based on at least the edit form, the content-control statement, and the layout statement.

22. The medium of claim 16 wherein the editing process outputs the edited content as an intermediate form of the content without taking into consideration the layout statement.

23. The medium of claim 16 wherein the editing process outputs the edited content as an intermediate form of the content including the items of the content and the controls of the edit form that are referenced by the content-control statement.

24. The medium of claim 16 wherein the editing process receives the content without any indicia that binds such content to any particular edit form.

25. The medium of claim 16 wherein the editing process receives the edit form without any indicia that binds such edit form to any particular contact.

26. The medium of claim 16 wherein the editing process receives a selection of an edit form with a control that specifies at least one of a minimum and a maximum number of instances of the control that can appear in a page based on the edit form, and facilitates the editor to select however many instances of the control are desired for the page.

27. The medium of claim 16 wherein the editing process receives a selection of an edit form with a control that specifies a sequence attribute for an instance of the control that appears in a page based on the edit form, and facilitates the editor in editing the layout statement to specify a value for the sequence attribute to define a position of the instance of the control within the page in relation to other instances of controls in the page.

28. The medium of claim 16 wherein the editing process receives a selection of an edit form with a control that specifies a custom attribute for an instance of the control that appears in a page based on the edit form, and facilitates the editor in editing the layout statement to specify a value for the custom attribute.

29. The medium of claim 16 wherein the editing process further:  
receives a selection of the edited content;  
receives another selection of an edit form;  
receiving another selection of a content-control statement;  
performing one of receiving another selection of a layout statement or allowing an editor to create another layout statement;  
facilitating the editor in editing the another layout statement;  
and

outputting the edited another layout statement and further edited content.

30. The medium of claim 16 wherein the editing process:
- receives a selection of a plurality of pieces of content, each piece of content including at least one item therein;
  - receiving a selection of an edit form, the edit form including at least one control therein, each control being available for receiving an item of one of the pieces of content;
  - receiving a selection of a content-control statement corresponding to each selected piece of content, each content-control statement specifying for each of at least some items of the corresponding piece of content a control from the edit form to be employed to display the item in the page and thereby binding the corresponding piece of content to the edit form;
  - performing one of receiving a selection of a layout statement or allowing an editor to create the layout statement, the layout statement specifying each item of each piece of content that is to appear in the page, including a layout order of such specified item within the page and any attributes to be applied to such item;
  - facilitating the editor in editing the layout statement to edit how each piece of the content is to appear in the page; and
  - outputting the edited layout statement and a piece of edited content, the edited content being an intermediate form of each piece of content based on at least the edit form and each corresponding content-control statement.